

Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in this application. Added text is indicated by underlining, and deleted text is indicated by ~~striketrough~~. Changes are identified by a vertical bar at the left edge of text.

Listing of Claims:

1. (Currently Amended) A method for selecting advertisements for presentation to client computers on a computer network, comprising:
 - (a) having on a server computer a plurality of possible advertisements that may be presented to a client computer ~~and having at least one key word associated with each advertisement;~~
 - (b) receiving from a client computer a request for delivery from a server of a preexisting document containing words;
 - (c) determining a ~~relevaney~~ relevance score for keywords in the preexisting document;
 - (d) selecting from the plurality of advertisements a first selected ~~advertisement~~ ad content source for a first one of the possible advertisements and a second selected ~~advertisement~~ ad content source for a second one of the possible advertisements ~~in response to identifying an associated key word of the respective advertisements that matches a word in the requested preexisting document;~~
 - (e) ~~comparing~~ calculating a first productivity value associated with the first selected advertisement ad source wherein the first productivity value is based on payment specified by the first selected ad content source for one or more keywords in the preexisting document and is based on the relevance score of the one or more keywords corresponding to the specified payment by the first selected ad content source; and
 - (f) calculating a second productivity value associated with the second selected advertisement ad source wherein the second productivity value is based on payment specified by the second selected ad content source for one or more keywords in the preexisting document and is based on the relevance score of the one or more keywords corresponding to the specified

~~payment by the second selected ad content source and further selecting the advertisement with the higher productivity value as a further selected advertisement;~~

(g) comparing the first productivity value and the second productivity value and selecting the corresponding ad content source with the higher productivity value; and

(fh) delivering to the client computer an advertisement from the further selected advertisement corresponding ad content source along with the requested preexisting document in response to the received request[[:]]

~~wherein the productivity value is calculated using the relevancy score.~~

2. (Original) The method of claim 1 further comprising giving greater weight to matching words that are close to a beginning of the document than matching words that are farther from the beginning of the document.

3. (Original) The method of claim 1 further comprising: tracking keywords entered by a user into a search engine to find the document and then delivering still more targeted ads for that particular user based on the keywords entered by the user to find the document.

4. (Original) The method of claim 1 further comprising: using words entered by a user in prior searches to determine the advertisement to be presented to the user when subsequently viewing other pages regardless of the content on the page.

5. (Canceled).

6. (Currently Amended) The method of claim 1 wherein selecting comprises:

(i) identifying bid values from one or more ad content the first ad content source and second ad content source sources for keywords identified on a requested content page for display at the client computer;

(ii) determining a productivity score for the keywords on the requested content page in accordance with the bid values from the first and second ad content sources for the keywords;

(iii) selecting ~~an~~ the ad content source having the greatest productivity score for the identified keywords.

7. (Currently Amended) The method of claim 6, wherein selecting the ~~advertisement with the higher value~~ ad content source with the greatest productivity score comprises constructing a decision matrix relating to the supplemental ad content sources and their associated productivity scores.

8. (Currently Amended) The method of claim 6, wherein selecting the ad content source with the greatest productivity score ~~advertisement with the higher value~~ further comprises selecting an advertising type in accordance with the productivity score.

9. (Currently Amended) The method of claim 6, wherein selecting the ad content source with the greatest productivity score ~~advertisement with the higher value~~ further comprises selecting an advertising type in accordance with the relevance score.

10. (Currently Amended) The method of claim 6, wherein selecting the ad content source with the greatest productivity score ~~advertisement with the higher value~~ further comprises selecting an advertising type in accordance with a cost per click value associated with the productivity score.

11. (Currently Amended) A method for selecting content for display at a client computer communicating over a computer network, the method comprising:

(a) determining a relevance score for keywords of a preexisting document at a server computer for delivery to a client computer from which a request for the preexisting document was received;

(b) determining at least one valuation of source content from each of two or more supplemental content sources;

(c) generating a productivity score for each of the supplemental content sources ~~in accordance with~~ based on the corresponding content valuation for the supplemental content source and the relevance score for the keywords of the preexisting document, wherein the productivity score comprises an expected revenue total for each respective supplemental content source;

(d) selecting the supplemental content source having the greatest productivity score; and

(e) serving the requested preexisting document and supplemental content from the selected supplemental content source for delivery to the requesting client computer in response to the received request[[:]]

~~wherein the productivity value is calculated using the relevancy score.~~

12. (Previously Presented) The method of claim 11, wherein the document comprises a Web page.

13. (Previously Presented) The method of claim 12, wherein document content comprises keywords of the Web page.

14. (Previously Presented) The method of claim 12, wherein the valuation comprises keyword bid values from the supplemental content sources.

15. (Previously Presented) The method of claim 14, wherein the bid values are received from the supplemental content sources in response to a request for bids issued after a request for the Web page from the requesting client computer.

16. (Previously Presented) The method of claim 12, wherein the supplemental content from the selected supplemental content source comprises advertising content for delivery with the Web page.

17. (Previously Presented) The method of claim 11, wherein the supplemental content sources comprise sources of Web advertising content.

18. (Previously Presented) The method of claim 11, wherein selecting the supplemental content source comprises constructing a decision matrix relating to the supplemental content sources and their associated productivity scores.

19. (Previously Presented) The method of claim 11, wherein selecting the supplemental content source further comprises selecting an advertising type in accordance with the productivity score.

20. (Previously Presented) The method of claim 11, wherein selecting the supplemental content source further comprises selecting an advertising type in accordance with the relevance score.

21. (Previously Presented) The method of claim 11, wherein selecting the supplemental content source further comprises selecting an advertising type in accordance with a cost per click value associated with the productivity score.

22. (Currently Amended) A method for selecting content for display at a client computer communicating over a computer network, the method comprising:

determining a relevance score for content keywords contained in a preexisting document in response to a request received from the client computer for delivery of the preexisting document from a server;

determining revenue generation potential of the keywords contained in the requested preexisting document from a plurality of candidate ~~stored advertisements~~ ad content sources based on payment specified by each of the candidate ad content sources for one or more keywords in the preexisting document;

calculating a productivity score for each of the candidate ~~stored advertisements~~ ad content sources based on using the determined revenue generation potential and the determined relevance score;

selecting the candidate ~~stored advertisement~~ ad content source having the greatest productivity score for delivery of ad content associated with the selected ad content source, along with the preexisting document, in response to the received request.

23. (Previously Presented) The method as in claim 22, wherein determining revenue generation potential comprises a bid for ad placement process.

24. (Previously Presented) The method as in claim 22, wherein the request received from the client computer is associated with a search query containing words and selecting further includes considering the search query words in selecting the candidate stored advertisement.

25. (Currently Amended) The method as in claim 22, wherein the ~~selected candidate stored advertisement~~ ad content includes multiple advertising types, and selecting further includes selecting one or more of the multiple advertising types for delivery with the preexisting document.

26. (Previously Presented) The method as in claim 22, wherein the method further includes identifying a category type of the requested preexisting document, and selecting is performed in accordance with the identified category type.

27. (Previously Presented) A method as in claim 1, wherein calculating the productivity score further comprises calculating a product of the relevancy score and cost-per-click of a keyword.

28. (Previously Presented) A method according to claim 11, wherein calculating the productivity score further comprises calculating a product of the relevancy score and cost-per-click of a keyword.

29. (Previously Presented) A method according to claim 22, wherein calculating the productivity score further comprises calculating a product of the relevancy score and cost-per-click of a keyword.

30. (Currently Amended) A system for selecting advertisements for presentation to client computers on a computer network, the system comprising:

a receiving module that receives, from a client computer, a request for delivery of a preexisting document containing words;

a selecting module that determines a relevancy score for keywords in the preexisting document, and that selects from a plurality of possible advertisements each associated with a corresponding plurality of ad content sources~~that may be presented to the client computer and that have at least one key word associated with each advertisement such that the plurality of advertisements comprises a first selected advertisement and a second selected advertisement, in response to identifying an associated keyword of the respective advertisements that matches a keyword in the requested preexisting document~~, such that the selecting module compares a first productivity value associated with the first selected advertisement wherein the first productivity value is based on payment specified by the first ad content source for one of more keywords in the preexisting document and is based on the relevance score of the one or more keywords corresponding to the specified payment by the first ad content source and a second productivity value associated with the second selected advertisement wherein the second productivity value is based on payment specified by the second ad content source for one of more keywords in the preexisting document and is based on the relevance score of the one or more keywords corresponding to the specified payment by the second ad content source, and the selecting module further selects the advertisement from the ad content source with the higher productivity value as a further selected advertisement, and delivers to the client computer the further selected advertisement along with the requested preexisting document, in response to the received request[[;]]

~~wherein the productivity value is calculated using the relevancy score.~~

31. (Canceled).

32. (Currently Amended) The system of claim ~~31~~30, wherein the selecting module selects the advertisement with the higher value by constructing a decision matrix relating to the supplemental content sources and their associated productivity scores.

33. (Currently Amended) The system of claim ~~31~~30, wherein the selecting module selects the advertisement with the higher value by selecting an advertising type in accordance with the productivity score.

34. (Currently Amended) The system of claim ~~31~~30, wherein the selecting module selects the advertisement with the higher value by selecting an advertising type in accordance with the relevance score.

35. (Currently Amended) The system of claim ~~31~~30, wherein the selecting module selects the advertisement with the higher value by selecting an advertising type in accordance with a cost per click value associated with the productivity score.

36. (Previously Presented) The system of claim 30, wherein the selecting module calculates the productivity score by calculating a product of the relevancy score and cost-per-click of a keyword.